

FORMS DESIGN STANDARDS FOR WINDOW ENVELOPE MAILING

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The Post Office Department's "Guidelines for Preparing U. S. Government Mail" were promulgated under FPMR Bulletin B-22, December 12, 1969, by the General Services Administration. Conformance with these postal guidelines will require that agencies modify some practices formerly used in designing inserts or in purchasing window envelopes for applications that do not require a custom design. Some of these changes are:

- . 3-7/8 by 8-7/8 inch window envelopes (commercial number 9) should be used for most mailings. This size envelope will best fit folded letter size inserts measuring 8 by 10-1/2 inches, and also inserts measuring 8 by 7 inches (two-thirds size) or 8 by 3-1/2 inches, (one-third size, unfolded). Many offices formerly used 4-1/8 by 9-1/2 inch envelopes (commercial number 10) for such items.
- . The new postal guidelines require at least 1/4-inch clearance between the left, right, and bottom edges of the window and the address regardless of any shifting of the insert. Accordingly, if you must accommodate up to five lines of address, a deeper window size than formerly available will be needed. In all cases, the address must be positioned higher than previously, but must still appear completely within the address read zone.
- . Address guidance lines or captions must not appear within the window unless they are above the address or more than 5/8-inch to the left of it. This requirement means that window corners and "TO" lines used to aid in positioning the address cannot be placed in their traditional location.

Window Envelopes

The Federal Supply Service (GSA) procurement schedules for window envelopes provide a number of choices in envelope and window styles. The ordering office should insure that the window envelope selected fully complies with the postal guidelines.

A new, general-purpose envelope is now included in the FSS schedule (FSC group 75, Part V, "Envelopes, Printed and Plain") which will permit up to a five line address without substantially reducing the writing area on the insert. It will accommodate any address line which is not more than 3-1/4-inches long. This measurement accommodates 32 characters if the insert is prepared on pica typewriters or most computer printers, and 39 characters if produced on elite typewriters.

The new window is identified in the schedule as Size Number 22 and should ordinarily be ordered with envelope Style Number 433 (3-7/8 by 8-7/8 inches). Location of the window (1-1/4 by 4-3/4 inches) should be specified as 3/4-inch from the left and 1/2-inch from the bottom of the envelope. To avoid clearance problems, slightly rounded corners should be ordered in preference to full-arc (rounded) corners.

If the new envelope is used, it will permit standardization in the design of most forms, letterheads, and other inserts. This window envelope should not be used if system requirements or special considerations justify another style of envelope or window which will comply with the guidelines.

The forms design guidance which follows assumes the use of this general-purpose window envelope. Nevertheless, some of the suggestions may readily be adapted to situations requiring the use of other envelopes.

Design Guide Sheet

On page four you will find a design guide sheet which can be used in determining the correct placement and reserved areas for a typical 8 by 3-1/2 inch unfolded mailing piece or one that can be conveniently folded to that dimension.

The shaded area on the guide sheet indicates the space that must be kept clear on window envelope inserts. (See page 12 of the Postal Guidelines for authorized exceptions.) Reserving this area will allow for shifting of the insert without displaying any print in the window which is contrary to the guidelines.

Parenthetically, it should be noted that if the insert is in the full, up-shift position, the top line of the address will not show in the window. The optical scanning machines of the Post Office Department, however, are seldom concerned with the first line. In addition, there is much in the mechanical processing of mail that tends to jog the insert to the bottom of the envelope; thus insuring that the full address will be visible.

Notice that the space directly above the address and also a 3/10-inch segment between the shaded area and left side of the insert are available for use. Both of these areas may have print which could show in the window without being contrary to the guidelines.

Address Location Marks

The open space above the address will usually be the most practical location for any address location marks or captions. In the guide sheet, a "window dot" is shown, below which must appear the first letter of the address. This dot is located 1-5/6 inches from the top and 1-1/20 inches from the left side of the sheet. If desired, a second dot located 1-5/6 inches from the top may be used to mark the right hand end of the address.

Some may prefer a horizontal line above the address in lieu of the dot, or to use "TO" or other captions. Whatever your selection of guide marks or captions, it is important that typists understand their meaning. For example,

if the dot were used as illustrated in the guide sheet, the typists should know that it is positioned above the first line of the address -- not on the line. The typist must position the sheet in the typewriter so that the dot appears above the alignment bar on the machine, then space down one line. The first character is then written one line directly below the dot.

It is theoretically possible to print guides for positioning the address in the area which is more than 5/8-inch to the left of the address. The disadvantages of using this location are: (1) the area is only 3/10-inch wide, (2) the guide will be visually distant from the beginning of the address, and (3) the guide will be printed immediately against the left hand printing margin or may preclude the use of such a margin.

Fold Indicator Marks

Since rather precise tolerances are needed, fold indicator marks are required 3-1/2 inches from the bottom of the page.

Typographic Considerations

The postal guidelines provide for formatting addresses in prescribed patterns, depending upon circumstances. Addresses must be blocked to the left and be in black or blue-black ink. Several methods of writing addresses are acceptable, such as typewriter, computer printer, addressing machines, etc., provided they utilize standard nonartistic type fonts and otherwise meet the typographic tolerances outlined in Appendix B of the guidelines. The forms designer will be primarily concerned with these matters in connection with preprinted addresses.

If all capital letters are used, the pitch and height limitations will generally be met by type sizes ranging from 8 to 12 points (10 to 14 points if condensed) in both gothic and text fonts. Since the preprinted address in a window mailing insert is constrained within the same 3-1/4 inch line limit, the 10 point heavy plate gothic condensed font (GPO Case No. 173M10) will yield approximately 13 characters per inch and should be used where maximum space utilization is needed. On the smaller type sizes, line spacing must be leaded to 12 points to comply with line spacing limitations.

If lower case is used, probably the 12 point size of one of the text or sans serif fonts will afford the best results. For maximum space utilization, 12 point sans serif bold (GPO Case No. 132M12) will yield the full limit of 14 characters per inch.

It should be noted that common cold type composing machines do not currently provide a type face large enough to meet the maximum 14 characters per inch limitation when either 25 percent or 33-1/3 percent reduction is used.

Paper Colors

Paper colors for forms used as window mailing inserts are restricted to white, light blue, or light green.

DESIGN GUIDE SHEET

(For form sizes $8" \times 3\frac{1}{2}"$, $8" \times 7"$, and $8" \times 10\frac{1}{2}"$, to fit window envelope $3\frac{7}{8}" \times 8\frac{7}{8}"$ with $1\frac{1}{4}" \times 4\frac{3}{4}"$ window placed $\frac{3}{4}"$ from left edge and $\frac{1}{2}"$ from bottom.)

